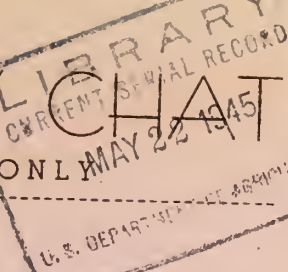


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(Release on receipt)

SUBJECT: "Poison Ivy" - Information from plant scientists of the U.S. Department of Agriculture

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Someone remarked the other day that "One man's weed is another man's poison". We were talking about the plants which make life miserable for a lot of people during spring and early summer. Though the group also includes poison oak and poison sumac...we generally refer to it as poison ivy.

It's true that not everyone suffers the same degree of sensitiveness to poison ivy. Some people break out in a rash whenever they go near the weed. Just the slightest contact means skin irritation and suffering. Other people can spend their days in gardens, fields and woods where it abounds and never seem to be affected by the poison ivy at all. However...scientists tell us that no one is absolutely immune to poison ivy. And even hardy souls who have been around it for years may be poisoned by continued or heavy exposure.

So the smart thing to do....if poison ivy grows in an area where you and other members of your household may come in contact with it....is to get rid of the pesky growth. You may do this by digging up the roots and cutting out the vines or you may use a chemical weed killer.

Two new chemical weed killers you may not have heard about are ammonium sulfamate (a MO nium sul FAM ate) -(that's spelled a -m-m-o-n-i-u-m s-u-l-f-a-m-a-t-e)....and 2,4-D. Both of these are very good.

Plant scientists of the U.S. Department of Agriculture have found that ammonium sulfamate makes an especially effective spray when 12 ounces of the chemical are dissolved in a gallon of water. Apply this to the leaves until they are wet but not dripping. They will begin to wilt within 24 hours though it may take

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a week or more for them to die.

The second chemical weed killer I mentioned ...2,4-D...is one of the so-called plant hormones or growth regulators. If you're up on the latest garden talk you know that plant scientists are finding this chemical useful in many ways. In small doses it stimulates growth. Bigger doses are harmful to the plant. And it's in these bigger doses that 2,4-D becomes a weed killer. You'll find it on the market combined with other chemicals that make it soluble in water. Just one seventh of an ounce of 2,4-D in a gallon of water is enough to kill all the leaves that are sprayed and it may kill the roots. Just one thing about buying 2,4-D... don't get it confused with two other new chemicals that have similar names. I'm referring to DDT, the insecticide, and 10D, the soil fumigant. The chemical weed killer is 2,4-D.

The plant scientists say you can use these sprays most effectively when the poison ivy is in full leaf. The best time is between the first of June and the fifteenth of July.

The scientists say you'll get the best results if you use the spray when the soil is moist but not wet. Early morning or late afternoon when the air is cool and moist is the best time to apply the spray.

It nearly always takes more than one treatment to kill the poison ivy. The weed has an annoying habit of playing possum. So even though you've given it retreatments at intervals of two to eight weeks...you'll need to watch it for at least a year to be sure that the poison ivy is really dead.

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